ad linage

Advertising pages for U.S., Canadian, and foreign consumer publications—*December*

	Current month		Year-to-date	
	1982	1981	1982	1981
— Art & antiques —				
American Artist	47.9	41.4	680.3	637.8
Antiques	119.0	142.2	1,726.9	1,894.6
Art & Antiques (6X)	—	—	378.4	359.7
Art in America (11X)	92.0	110.5	1,154.9	1,164.7
Portfolio (6X)	—	—	367.7	279.9
Southwest Art	86.8	120.0	1,333.4	1,484.5
Total Group	**345.7**	**414.1**	**5,821.6**	**5,821.2**
% change	−16.5%		−3.4%	
— Auto/cycle/rec. vehicles —				
Car & Driver	91.7	92.8	968.3	984.2
Car Collector & Car Classics	25.6	27.6	243.3	289.5
Car Craft	57.7	51.5	675.5	725.2
Cycle	47.0	66.1	851.5	952.2
Cycle Guide	32.4	45.8	581.4	653.4
Cycle World	35.0	58.2	663.2	780.0
Dune Buggies & Hot VWs	58.8	43.5	670.3	506.2
Family Motor Coaching	66.4	63.4	1,146.0	757.1
4 Wheel & Offroad	62.2	39.4	613.1	464.7
Four Wheeler	31.8	31.4	271.8	258.4
Hot Rod	45.8	42.9	672.3	604.8
Motorcyclist	25.4	34.7	560.2	577.1
Motor Trend	57.9	51.3	696.3	614.7
Motorhome (9X)	—	—	648.8	445.7
Pickup, Van & 4 WD	23.8	28.7	320.8	355.2
Road & Track	111.2	97.0	1,133.7	1,100.7
3 Wheeling (11X)	25.8	32.4	273.0	143.9
Trailer Life	90.5	84.0	1,214.2	1,025.7
Total Group	**909.0**	**890.7**	**12,423.7**	**11,238.7**
% change	+2.1%		+10.5%	
— Boating & yachting —				
Boating	73.2	87.8	1,259.8	1,294.3
Chesapeake Bay	15.5	17.3	319.6	318.6
Cruising World	83.0	78.7	1,543.5	1,502.7
Lakeland Boating	28.3	35.7	521.8	546.6
Motor Boating & Sailing	86.5	90.6	1,435.0	1,483.1
Rudder	31.3	27.9	260.5	268.1
Sail	63.9	81.5	1,550.8	1,621.1
Sea & Pacific Clipper	64.5	60.3	859.0	928.1
Trailer Boats	—	—	294.4	261.8
Yachting	116.1	144.3	1,912.4	2,199.3
Total Group	**582.3**	**624.1**	**9,956.8**	**10,443.7**
% change	−9.9%		−4.7%	
— Canadian —				
L'Actualite	62.7	86.9	663.4	736.0
Chatelaine:				
English Edition A.	92.4	103.6	1,158.7	1,134.0
French Edition	83.8	95.7	941.8	991.1
Financial Post Magazine A. D.	27.1	—	464.0	528.8
Flare A.	40.3	37.8	574.5	623.2
Homemaker's Magazine	87.4	84.6	902.3	918.1
Madam Au Foyer	68.3	56.3	680.3	735.3
Macleans (52X)A.	98.4	89.5	1,276.0	1,257.8
Perspectives (52X)	14.0	48.2	358.9	511.8
Quest Magazine (8X)A.	51.5	61.7	450.2	480.3
Reader's Digest:				
Canadian-English A.	100.1	91.6	1,009.4	1,089.8
Canadian-French A.	83.3	84.0	954.8	1,005.6
Toronto Life	200.0	134.0	1,293.0	1,256.0
Total Group	**1,009.3**	**973.8**	**10,727.3**	**11,239.80**
% change	+3.6%		−4.6%	
— Civic/fraternal —				
American Legion	19.0	20.9	357.7	313.8
Elks Magazine (10X)	—	—	242.2	245.2
Kiwanis Magazine E.	13.8	26.7	135.0	163.9
Lion (10X)	5.5	5.0	78.8	62.9
Moose Magazine	19.0	19.0	209.0	209.0
Rotarian	9.5	12.6	165.1	182.0
V.F.W. (10X)	—	—	289.7	277.0
Total Group	**66.8**	**84.2**	**1,477.5**	**1,453.8**
% change	−20.7%		+1.6%	
— Comics —				
Archie Comic Group (6X)	10.0	10.0	60.0	60.0
DC Comics	10.0	7.0	90.0	77.0
Harvey Comic Group	—	8.0	72.0	96.0
Marvel Comics Group	10.0	13.0	119.5	127.5
Total Group	**30.0**	**38.0**	**341.5**	**360.5**
% change	−21.1%		−5.3%	
— General —				
Air Progress	12.2	20.7	200.7	216.4
American Forests	12.3	12.7	133.3	169.8
American West (6X)	—	—	174.5	149.8
The Atlantic A.	34.2	24.4	373.3	307.9
Audubon Magazine (6X)	—	—	190.0	189.8
Bon Appetit A.	94.7	124.3	1,017.5	1,127.7
Changing Times	31.7	34.3	436.9	364.3
Cuisine Magazine	52.8	63.9	458.5	556.9
Ebony	82.3	87.2	985.1	943.7
Fifty Plus	20.8	22.7	330.9	355.2
Games	32.8	39.6	239.7	144.3
Geo	22.5	23.4	212.9	235.0
Gourmet	100.0	110.5	842.5	830.4
Harper's Magazine A.	15.1	23.8	200.7	287.4
Let's Live	57.7	76.9	847.0	1,013.9
Life	84.5	96.3	622.9	713.0
Modern Maturity	29.6	24.5	192.2	160.2
Money	156.8	133.6	1,209.1	1,062.9
Moneysworth (4X)	—	11.8	132.3	181.1
Mother Earth News (6X)	44.1	48.4	301.9	311.2
Museum (6X)	35.0	46.0	234.0	232.0
National Geographic	22.4	39.1	259.3	387.9
Natural History	33.0	32.5	386.8	439.8
Prevention	70.0	64.3	849.0	997.5
Psychology Today	23.6	48.6	392.6	554.1
Reader's Digest A.	95.1	153.3	1,079.3	1,270.7
Saturday Evening Post (9X)	48.5	47.6	444.7	412.1
Signature	41.2	49.9	635.0	622.5
Smithsonian	76.0	95.6	934.9	1,040.9
Success	27.7	19.5	350.8	345.6
Town & Country	188.5	238.0	1,716.9	1,783.2
Travel/Holiday	25.8	34.5	523.5	547.0
Travel & Leisure	103.3	99.1	1,119.3	1,160.4
Video	70.3	60.2	701.7	612.3
Video Review	78.8	68.8	744.2	656.4
Writers Digest	21.8	21.8	265.6	255.9
Yankee	80.0	81.1	1,030.6	1,084.3
Total Group	**1,925.1**	**2,167.2**	**20,772.1**	**21,723.5**
% change	−11.2%		−4.4%	
— Home —				
Americana (6X)	—	—	201.1	196.5
Architectural Digest A.	159.5	209.3	1,614.3	1,647.8
Better Homes & Gardens	95.4	116.2	1,334.3	1,464.1
Colonial Homes (6X)	80.1	76.4	401.9	391.9
County Journal	36.7	44.9	546.4	549.5
Country Living D.	30.3	32.5	443.3	203.3
Dallas/Ft. Worth Home & Garden	80.0	69.2	711.7	565.0
Early American Life (6X)D.	35.8	47.1	240.5	270.7
Family Food Garden (6X)	—	—	193.2	203.0
Family Handyman (10X)A.	42.3	42.3	683.1	601.5
Flower & Garden (6X)	39.5	40.0	266.3	255.5
Home	17.2	23.6	314.4	409.3
Homeowner's How To (6X)	—	—	166.6	181.2
Horticulture	31.0	29.0	339.3	328.9
House Beautiful	85.5	74.7	987.2	1,097.4
House & Garden	42.5	87.7	967.5	1,259.6
Houston Home/Garden	129.7	129.6	1,383.7	1,282.9
Metropolitan Home	61.3	75.4	801.0	756.2
New Shelter (9X)	—	—	390.5	387.6
1001 Home Ideas	20.3	17.3	313.2	298.1
Organic Gardening	69.1	66.8	813.8	858.4
Phoenix Home/Garden	50.3	53.8	582.3	473.4
San Diego Home/Garden	71.7	35.3	696.8	494.4
Southern Accents (4X)	—	—	323.4	330.9
Southern Living	114.4	118.2	1,493.8	1,497.4
Sunset Magazine A.	131.1	142.6	1,640.0	1,683.6
Texas Homes	74.1	93.1	929.5	891.8
Workbench (6X)	—	—	384.8	376.2
Total Group	**1,497.8**	**1,625.0**	**19,183.9**	**18,948.1**
% change	−7.8%		+1.1%	
— In-flight & other passenger —				
Aboard Group (7) (4X)	—	—	154.7	146.3
Air Cal	—	—	—	—
Alaskafest	44.7	41.5	513.1	479.0
American Way	74.5	60.0	954.9	767.7
East/West Network:				
Amtrak Express	32.0	36.8	461.0	425.9
Continental Extra	48.3	51.3	646.4	613.3
Eastern Review	69.8	76.3	956.0	927.5
Ozark	34.5	40.2	499.3	533.4
PSA Magazine	76.0	88.5	1,003.6	1,062.3
Pan Am Clipper	44.3	52.8	479.1	688.5
Republic Scene	37.7	—	273.8	—
Texas Int./Texas Flyer	55.0	58.5	754.9	705.8
United	72.0	70.5	906.5	901.4
USAir	43.3	42.7	573.4	580.2
Western's World	53.7	—	299.3	—
Halsey Publications:				
Delta Sky	52.2	45.2	592.7	553.0
Skylite (6X)F.	—	—	81.2	63.0
Hawaii	18.4	26.5	236.3	322.1
Pace (5X)	30.7	31.2	198.9	230.8
Spirit of Aloha	20.5	28.5	241.8	323.1
Southwest Airlines	84.0	86.6	1,146.8	956.8
Webb Publications:				
Frontier	35.0	38.9	460.7	435.2
Passages	33.5	40.2	355.4	389.7
TWA Ambassador	36.7	43.2	585.9	602.1
Total Group	**958.1**	**959.4**	**12,081.9**	**11,707.1**
% change	−0.1%		+3.2%	
— Men's —				
Complete Men's Group	19.0	23.0	266.3	266.8
Esquire A.	101.7	76.0	807.2	508.0
Firehouse Magazine	42.1	27.7	604.2	553.7
Gentlemen's Quarterly A.	136.8	157.1	1,341.3	1,336.2
Penthouse A.	70.1	86.1	715.6	783.1
Playboy A.	116.4	167.4	1,204.8	1,363.6
Total Group	**486.1**	**537.3**	**4,939.4**	**4,811.4**
% change	−9.5%		+2.7%	
— Metropolitan —				
Aloha (6X)	44.1	35.8	184.1	163.8
Atlanta	76.3	84.5	801.5	987.9
Baltimore	93.8	99.3	751.9	873.1
Boston	167.3	195.7	1,804.0	1,600.2
California	99.2	94.0	872.0	803.7
Carolina Lifestyle	25.8	—	300.1	—
Charlotte	29.0	24.0	216.0	150.0
Chicago	190.3	215.3	1,748.6	1,791.5
Chicago's North Shore	84.0	87.6	867.0	770.1
Cincinnati	55.8	60.1	697.4	687.7
Cleveland	84.3	109.5	795.0	908.2
Coast	59.0	68.0	2,898.1	2,957.1
Columbus Monthly	75.8	109.7	893.5	1,150.1
Commonwealth	41.9	21.7	708.4	194.4
Connecticut	72.7	73.8	893.8	822.9
Country Magazine	27.5	25.0	312.1	215.4
County Life	57.0	—	331.0	—
D/Magazine, Dallas/Ft. Worth	156.5	162.6	1,412.6	1,484.7
Denver	50.3	52.9	494.6	591.7
Exclusively Yours Wisconsin	77.8	81.1	921.0	1,047.3
Grand Rapids	52.5	46.3	520.5	532.9
Gulfshore Life (10X)	57.0	77.0	598.5	620.5
Honolulu	68.1	90.9	827.0	943.7
Houston City	92.4	117.4	856.2	889.3
Indianapolis	49.4	57.9	623.0	596.8
Kansas City	31.6	37.8	307.3	271.4
Long Island Life	60.0	—	332.0	—
Los Angeles	272.0	292.0	2,428.0	2,500.0
Louisiana Life (6X)	—	—	307.5	135.3
Madison	64.0	60.0	585.5	571.0
Miami	98.7	120.2	1,048.3	1,022.8
Milwaukee	45.1	46.3	368.0	109.3
Minneapolis/St. Paul	97.6	110.7	932.2	999.5
Monthly Detroit	103.4	74.3	713.1	580.1
Nashville	40.0	51.7	696.0	484.2
New Jersey Monthly	59.3	61.5	675.9	765.6
New Mexico	41.6	50.7	393.4	353.4
Ohio	45.5	39.9	474.3	382.7
Omaha	21.0	31.2	231.2	246.9
Oregon	19.7	33.9	246.0	300.4
Orlando	67.0	61.0	735.3	808.0
Pacific Northwest (10X)	21.3	36.5	292.7	230.0
Palm Beach Life	88.1	131.3	871.8	943.5
Palm Springs Life	120.0	119.0	1,496.2	1,574.0
Philadelphia	159.0	164.7	1,567.6	1,699.9
Phoenix	92.7	116.7	968.0	1,088.0
Pittsburgh	59.1	53.1	610.1	526.0
St. Louis	82.5	101.7	789.7	908.9
San Diego	142.9	154.7	1,563.7	1,743.6
San Francisco	73.5	75.6	578.7	755.2
San Francisco Focus	52.8	43.1	483.8	460.1
Town & Country (6X)	—	—	240.6	133.0
Tampa	47.1	37.8	468.6	377.5
Tampa Bay	16.9	34.8	310.3	492.2
Texas Monthly	160.5	191.7	1,601.8	1,779.5
Twin Cities	75.5	71.7	601.8	641.7
Washington Dossier	78.3	64.5	546.7	530.6
The Washingtonian	161.5	160.0	1,666.0	1,633.2
Total Group	**4,243.2**	**4,618.0**	**45,298.9**	**45,830.3**
% change	−8.1%		−1.2%	
— Movie/romance/radio/tv —				
MacFadden's Women's Group:				
Modern Romances	25.9	26.1	341.8	328.3
Secrets	25.9	26.1	341.8	328.3
True Confessions	25.9	25.6	355.5	344.7
True Experience	25.9	26.1	341.8	328.3
True Love	25.9	26.1	341.8	328.3
True Romance	25.9	26.1	341.8	328.3
Sterling Women's Group:				
Daytime TV	30.3	30.3	368.0	377.2
Modern Screen	32.3	33.3	262.7	262.8
Movie Mirror (6X)	—	—	198.1	226.9
Photo Screen	32.3	33.3	195.7	191.7
Soap Opera Stars	24.3	25.3	273.0	332.3
Spotlight	—	—	196.7	183.5
TV Movie Screen	—	—	166.5	194.9
Teen Beg (6X)	—	—	37.7	50.0
Total Group	**274.8**	**278.3**	**3,759.9**	**3,788.8**
% change	−1.3%		−0.7%	
— Music/entertainment —				
American Film (10X)	26.3	31.2	273.2	265.7
Circus Magazine	31.5	42.6	359.3	292.3
Dance Magazine	77.8	60.2	739.7	714.9
High Fidelity	35.8	51.6	405.8	519.9
Musician	67.7	74.2	678.5	637.1
Playbill	78.5	69.3	678.6	678.3
Stereo Review	73.5	79.7	651.1	729.8
Total Group	**390.9**	**409.0**	**3,786.2**	**3,838.0**
% change	−4.4%		−1.3%	
— Newspaper, Sun. magazines —				
Family Weekly A.	69.3	52.6	895.7	990.5
Parade	70.5	50.3	808.8	845.7
Total Group	**139.8**	**102.9**	**1,704.5**	**1,836.2**
% change	+35.9%		−7.2%	
— Outdoor & sport —				
Alaska	51.2	60.4	548.9	500.2
The American Handgunner (5X)	43.1	41.8	226.6	244.1
American Hunter	32.5	12.9	230.6	171.9
American Rifleman	23.0	38.7	379.5	377.6
Backpacker (6X)	—	—	276.9	212.3
Bass Master (8X)A.	—	—	440.4	323.6
Bicycling (9X)	—	—	760.8	644.5
Field & Stream	62.5	70.1	925.8	925.0
Fins & Feathers A.	17.9	13.8	416.2	328.4
Fishing World (6X)	17.6	21.0	194.9	183.2
Florida Sportsman	47.3	51.4	748.8	734.5
Flying	43.8	50.0	547.8	594.4
Fur-Fish-Game	28.8	31.2	327.2	321.6
Golf Digest	73.2	82.7	877.5	857.9
Golf Magazine	45.3	58.2	783.7	820.2
Guns	34.0	40.0	392.0	452.6
Guns & Ammo	49.0	42.9	622.2	592.6
Outdoor Life	41.4	63.9	812.9	824.6
Petersen's Hunting	40.5	36.8	480.7	420.4
The Runner	32.8	23.5	429.2	310.6
Runner's World (13X)	42.6	32.0	473.3	440.0
Salt Water Sportsman	39.0	35.1	651.4	645.7
Shooting Times	27.9	34.1	404.0	433.9
Ski (7X)A.	127.6	106.1	734.8	637.4
Skiing (7X)	138.5	126.0	786.5	700.4
Skin Diver	65.7	55.6	788.4	707.2

(X) stands for the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional eds. D. Bi-monthly in 1981. E. Combined issue in 1981. F. Five issues in 1981. Preprinted inserts included. * All affiliated with Sunday Mag/Net. except Los Angeles Times Home Magazine and New York Times Magazine.

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Advertising pages for U.S., Canadian, and foreign consumer publications—*December*

(Continued from Page 33)

	Current month 1982	1981	Year-to-date 1982	1981
Southern Outdoors (8X)	—	—	379.3	343.1
Sport	42.8	42.3	487.3	429.8
Sports Afield	69.8	84.3	1,050.4	1,014.8
Spray (10X)	40.0	34.5	443.1	433.4
Tennis	51.6	60.3	761.9	770.1
Western Outdoors (10X)	—	—	322.2	315.1
World Tennis	42.6	26.6	534.9	527.7
Total Group	**1,372.4**	**1,376.2**	**18,244.1**	**17,238.8**
% change	**-0.3%**		**+5.8%**	
—— Photography ——				
American Photographer	54.3	46.5	591.3	513.5
Modern Photography	135.3	140.7	1,474.0	1,396.0
Petersen's Photographic	55.3	53.4	540.2	560.0
Popular Photography	139.4	146.1	1,561.6	1,690.9
Total Group	**384.3**	**386.7**	**4,167.1**	**4,160.4**
% change	**-0.6%**		**+0.2%**	
—— Religious ——				
A.D. Magazine (10X)	14.4	11.0	147.9	150.2
BBI Jewish Monthly (10X)	28.8	29.9	256.9	249.4
Christian Herald	35.8	35.8	436.2	468.3
Christian Life	32.7	30.0	358.9	324.6
Christianity Today	23.5	40.5	776.9	803.5
Inside (4X)	71.8	77.3	274.1	282.5
Moody Monthly	43.3	42.1	568.7	609.1
Total Group	**250.3**	**266.6**	**2,819.6**	**2,887.6**
% change	**-6.1%**		**-2.4%**	
—— Science/electronic/mechanic ——				
Computers & Electronics	62.4	60.3	700.4	715.0
Creative Computing	243.6	178.9	1,680.4	1,352.9
Discover	59.4	44.5	440.7	376.6
High Technology (6X)	—	—	275.5	95.8
Mechanix Illustrated	61.1	68.8	792.0	823.4
Omni	83.2	72.1	726.8	687.3
Personal Computing	213.5	106.2	1,882.0	681.8
Popular Mechanics	83.1	104.1	1,205.2	1,271.1
Popular Science	77.6	60.8	989.5	927.0
Science Digest	29.6	32.5	348.0	330.0
Science 82	40.6	35.1	389.8	388.3
Scientific American	90.3	102.7	1,000.2	1,134.4
Technology Illustrated (6X)	71.1	37.8	355.0	74.3
Total Group	**1,115.5**	**923.6**	**10,705.8**	**8,858.1**
% change	**+20.8%**		**+21.5%**	
—— Women/fashion/service ——				
Bride's Magazine (6X)A.	—	—	1,675.0	1,592.5
Co-ed (10X)	22.5	16.8	346.7	361.7
Cosmopolitan A.	195.2	184.7	2,289.3	2,360.9
Essence	73.7	80.7	934.0	969.5
Family Circle A.	121.2	137.8	1,693.9	1,689.2
Glamour	139.5	141.6	1,889.1	2,085.5
Good Housekeeping A.	165.9	169.3	2,014.7	2,062.3
Handmade (4X)	—	—	115.8	45.0
Harper's Bazaar	111.9	123.8	1,382.0	1,331.3
Health E.	19.2	—	341.5	303.8
Ladies' Home Journal	73.2	73.1	930.4	1,028.1
Lady's Circle	7.9	7.5	115.2	113.4
Mademoiselle	107.8	104.6	1,525.3	1,527.0
McCall's	95.4	82.3	1,054.2	1,158.0
Modern Bride (6X)	—	—	1,440.0	1,302.7
Ms.	52.5	47.2	580.3	496.5
New Woman	39.5	59.5	485.5	288.5
Parents Magazine A.	65.2	59.0	869.3	824.7
Playgirl	46.6	47.8	483.7	527.9
Redbook	76.5	86.2	1,040.1	1,145.4
Self	58.3	62.5	833.1	801.1
Seventeen	78.2	77.0	1,307.4	1,329.3
Soap Opera Digest	23.5	9.5	303.5	108.2
Teen Magazine	34.3	27.9	555.6	547.0
True Story A.	50.8	58.5	706.0	681.6
Vogue	210.3	199.1	2,796.2	2,718.1
W Magazine	86.0	77.1	1,101.1	944.8
Weight Watchers	25.1	19.6	343.4	281.9
Woman's Day A.	97.6	97.2	1,464.2	1,476.5
The Workbasket (10X)	—	—	385.1	381.5
Working Mother	74.5	66.0	848.3	625.0
Working Woman	94.8	65.6	1,017.7	782.6
Total Group	**2,130.9**	**2,104.8**	**31,786.5**	**30,904.7**
% change	**+1.2%**		**+2.8%**	
—— Youth ——				
Boys' Life	31.5	19.4	264.8	259.8
Campus Life	34.2	33.4	470.7	448.1
Total Group	**65.7**	**52.8**	**735.5**	**707.9**
% change	**+24.6%**		**+3.9%**	

November

	Current month 1982	1981	Year-to-date 1982	1981
—— Business ——				
Atlanta Bus. Chronicle (52X)	31.2	37.1	282.5	329.3
Barron's (52X)	230.5	251.5	1,922.3	2,076.5
Black Enterprise	60.3	41.8	562.4	510.4
Business Week (52X) A.	463.8	567.6	4,052.7	4,496.6
California Business	83.9	68.8	805.9	809.2
Capital District Bus. Review	52.0	52.0	337.8	278.0
New Orleans Citibusiness (26X)	103.0	61.8	840.0	442.2
Corporate Report/Kansas City	60.7	45.7	589.9	531.8
Corporate Report/Minnesota	94.8	100.0	895.9	922.0
Crain's Chicago Bus. (52X)	167.0	147.8	1,220.4	1,041.9
Dallas/Ft. Worth Bus. (52X)	51.1	55.4	459.3	503.1
Dun's Business Month	71.8	101.5	767.5	826.1
Financial World (24X)	75.4	87.0	897.7	848.4
Florida Trend	58.3	67.8	740.6	758.7
Forbes (26X)	348.0	312.9	2,681.7	2,568.3
Fortune (26X) A.	374.3	418.9	2,488.7	2,559.1
Hawaii Business	38.0	57.8	451.7	573.0
Houston Bus. Journal (52X)	204.2	219.2	2,003.9	1,735.8
Inc. Magazine A.	118.8	110.6	960.6	923.5
Income Opportunities (10X)	41.5	45.4	425.4	450.5
Industry Week (26X) A.	129.5	211.5	1,231.7	1,588.5
Indianapolis Business Journal	101.8	51.1	789.7	580.2
Nation's Business A.	36.9	58.5	389.1	476.5
New England Bus. (20X) B.	66.2	50.7	705.4	536.9
Pacific Business News (52X)	109.1	92.8	1,021.4	943.5
Pittsburgh Bus. Times (52X)	65.0	26.5	511.8	89.0
St. Louis Business Journal	113.8	114.1	1,073.5	861.1
Texas Business	49.8	53.1	586.5	537.9
Venture	60.5	51.9	444.1	405.4
Total Group	**3,458.2**	**3,561.8**	**30,131.1**	**29,203.4**
% change	**-2.9%**		**+3.2%**	
—— Newspaper Sun. magazines/local* ——				
Arizona Republic	123.3	157.2	1,054.9	1,245.8
Boston Globe	289.4	311.4	1,990.3	1,982.2
Chicago Tribune	132.9	208.7	1,077.2	1,319.3
Cincinnati Enquirer	103.2	145.5	896.9	1,102.3
Cleveland Plain Dealer	94.3	135.5	813.1	1,117.0
Columbus Dispatch	55.7	127.7	586.2	972.6
Dallas Times Herald	75.8	106.8	805.0	989.0
Denver Post	258.3	259.0	1,463.3	2,086.0
Detroit News	87.5	147.5	1,110.9	1,497.6
L.A. Times Home Magazine	103.0	162.0	1,086.7	1,243.9
Louisville Courier-Journal	106.9	149.8	1,088.7	1,110.5
Miami Herald	67.4	108.6	673.3	932.1
New York News	49.8	135.4	612.3	1,096.8
New York Times Magazine	413.0	572.8	3,788.9	4,136.8
Philadelphia Inquirer	67.5	102.4	748.3	837.9
Toledo Blade Magazine	49.2	77.1	505.5	663.7
Washington Post	132.3	172.4	1,309.8	1,499.6
Total Group	**2,209.5**	**3,079.8**	**19,591.3**	**23,813.1**
% change	**-28.3%**		**-17.7%**	
—— Weeklies/bi-weeklies ——				
The Advocate (25X)	97.0	74.2	918.5	762.5
Army Times Military Group:				
Air Force Times (52X)	213.1	196.7	1,632.6	1,628.1
Army Times (52X)	204.1	182.0	1,598.8	1,602.0
Navy Times (52X)	234.7	228.6	1,890.2	1,877.1
The Times Magazine	15.3	14.3	164.8	191.1
Auto Week (52X)F.	133.0	160.0	1,366.0	1,304.0
The Blood-Horse (52X)	600.7	713.6	5,141.5	5,261.6
Capper's Weekly (26X)	25.2	18.2	271.3	232.2
Commonweal (22X)	8.6	11.3	82.7	83.1
Golf World (43X)	35.8	49.4	739.6	740.8
Grit (52X)A.	24.1	37.0	288.9	262.4
New Republic (48X)	47.7	26.9	348.0	241.0
New York Magazine (50X)	303.7	279.9	2,232.3	2,032.5
New Yorker (52X)	538.7	681.6	3,573.7	3,910.9
Newsweek (52X)A.	414.7	416.9	2,589.9	2,891.3
People (52X)	398.7	371.8	3,198.4	3,249.4
Rolling Stone (25X)	100.1	108.0	983.4	958.9
Sporting News (52X)	74.8	51.4	617.2	529.3
Sports Illustrated (52X)A.	323.7	377.0	2,485.4	2,660.4
Time (52X)A.	371.0	438.5	2,433.0	2,682.4
Travelhost (52X)C	2,655.0	2,840.0	28,394.0	21,710.0
TV Guide (52X)A.	355.4	375.7	3,400.3	3,337.1
Us Magazine (26X)	48.2	47.5	529.9	401.3
U.S. News & World Report (52X)A.	221.7	237.8	1,600.4	1,657.5
Total Group	**7,445.0**	**7,938.3**	**66,490.6**	**60,206.9**
% change	**-6.2%**		**+10.4%**	
—— Foreign ——				
Buenhogar:				
Central America	5.0	7.5	43.5	78.8
Chile	3.5	5.5	18.8	30.5
Colombia	77.2	91.3	646.8	628.2
Dominican Republic	7.5	8.0	143.0	120.7
Ecuador	16.2	21.5	142.2	117.2
Mexico	80.0	119.0	669.5	855.8
Peru	44.3	53.2	384.2	426.7
Puerto Rico	22.0	28.3	202.5	238.2
U.S.	11.7	12.0	81.2	93.0
Venezuela	78.5	90.7	463.8	523.2
Coqueta:				
Central America	—	—	5.0	1.0
Colombia	2.5	2.5	43.0	24.0
Mexico	5.0	10.0	67.8	103.0
Peru	—	—	5.0	—
Puerto Rico	1.0	2.0	17.0	18.5
Venezuela	8.5	11.0	64.0	88.5
Fascinacion:				
Central America	—	—	—	1.0
Colombia	18.0	14.5	110.8	113.7
Mexico	9.7	12.5	98.5	91.3
Puerto Rico	—	5.0	18.0	19.0
Venezuela	27.5	18.8	162.2	110.5
Geomundo:				
Central America	10.0	11.7	75.0	64.0
Chile	14.0	13.7	87.0	78.5
Colombia	35.0	22.5	182.8	152.5
Ecuador	9.0	10.0	58.0	54.5
Mexico	18.0	28.5	147.7	196.5
Peru	13.0	18.0	103.5	123.5
Puerto Rico	13.0	12.7	85.0	88.0
Venezuela	29.0	39.8	194.0	172.2
Hombre De Mundo:				
Central America	11.8	12.7	65.7	67.8
Chile	12.5	13.7	65.5	80.8
Colombia	22.5	28.8	158.7	187.7
Ecuador	9.0	11.7	54.8	77.3
Mexico	34.0	59.3	233.3	322.3
Peru	11.0	15.7	75.8	123.3
Puerto Rico	17.5	19.7	100.3	139.0
Venezuela	40.3	47.8	328.8	230.5
Ideas Para Su Hogar:				
Central America	3.0	1.0	9.0	9.7
Chile	2.0	1.0	10.0	13.5
Colombia	73.0	86.0	413.7	354.3
Dominican Republic	—	—	3.0	16.0
Ecuador	11.0	3.5	84.7	29.2
Mexico	42.0	35.7	270.8	283.7
Peru	30.3	26.0	157.8	171.0
Puerto Rico	3.3	5.3	20.8	39.2
Venezuela	55.7	51.3	306.7	242.5
Intimidades:				
Central America	1.0	1.0	17.0	19.0
Chile	1.0	—	6.5	2.0
Colombia	1.0	1.0	17.0	18.5
Mexico	4.0	6.0	50.5	63.0
Puerto Rico	2.0	3.0	29.0	34.5
Venezuela	6.5	12.0	63.0	120.5
Mecanica Popular:				
Argentina	11.2	16.5	100.5	143.7
Central America	17.7	24.7	192.3	237.0
Chile	11.5	9.0	78.5	72.7
Colombia	28.7	31.7	256.5	301.7
Mexico	22.7	37.5	249.5	324.5
Peru	28.2	35.0	279.5	322.7
Puerto Rico	16.8	23.2	176.0	229.2
Venezuela	28.5	37.0	288.8	325.0
The Ring en Espanol:				
Mexico	1.0	3.0	16.0	22.0
Puerto Rico	4.0	3.5	41.5	27.5
U.S.	5.0	3.0	50.5	25.0
Venezuela	2.0	6.0	33.0	34.0
Vanidades Continental:				
Central America	18.3	34.8	172.7	277.5
Chile	16.3	35.0	150.2	207.8
Colombia	144.5	159.7	1,040.7	1,037.5
Dominican Republic	28.5	35.3	306.7	268.0
Ecuador	27.0	34.7	247.0	264.8
Mexico	179.7	269.2	1,339.8	1,636.2
Peru	68.0	75.8	514.8	525.8
Puerto Rico	69.3	79.7	496.2	610.2
U.S.	66.3	65.2	593.5	464.3
Venezuela	125.7	147.8	925.5	892.3
Cosmopolitan Foreign Editions:				
Australia	140.9	89.0	775.7	677.2
Brazil	67.0	93.0	571.6	475.0
France	114.9	117.5	1,124.5	1,016.5
Germany	54.7	23.8	300.8	144.9
Great Britain	178.0	175.0	1,281.0	1,336.0
Greece	100.0	80.0	616.0	497.0
Holland	62.0	—	272.0	—
Italy	135.0	112.8	852.7	779.2
Japan	55.0	43.0	411.6	349.3
Cosmopolitan en Espanol:				
Central America	6.3	3.2	41.5	55.8
Colombia	28.7	37.8	232.0	234.5
Ecuador	4.8	1.8	33.7	25.0
Mexico	104.7	124.5	764.2	827.7
Peru	22.3	13.3	154.7	168.8
Puerto Rico	36.2	42.3	288.0	382.0
U.S. (Spanish language)	20.5	22.2	203.2	170.5
Venezuela	54.7	50.0	352.5	312.8
International Communications:				
African Business	24.0	42.7	329.0	348.4
Al-Ikhissal Al-Arabi	—	—	—	—
New African	38.0	25.3	269.3	261.4
The Middle East	29.0	27.1	254.4	283.1
International Herald Tribune	105.3	117.4	1,022.5	930.4
International Management:				
Africa	13.7	18.2	152.5	151.8
Europe	56.8	49.7	458.7	478.2
Latin America	17.2	19.0	150.7	151.3
Middle East	21.0	21.3	228.2	215.5
Pacific	18.7	17.2	189.2	191.8
Johnston International:				
Alam Attijarat	67.3	78.5	775.4	795.4
Ejectivo A.	24.2	—	140.6	—
Modern Africa	25.2	39.8	201.3	233.1
Modern Asia	35.7	61.7	392.2	548.7
Newsweek International-A:				
Atlantic	130.0	144.3	968.3	1,033.8
Latin America	41.7	52.1	314.4	380.7
Pacific	100.3	122.4	805.6	878.9
Progreso (9X)	10.6	16.5	135.3	159.8
Reader's Digest:				
Arabic	19.5	18.0	138.5	211.0
Asian	255.0	305.0	2,197.0	2,129.2
Australian	101.2	118.2	842.4	904.6
Belgian-Flemish	130.5	160.0	820.5	976.0
Belgian-French	106.0	126.0	668.0	800.5
British	108.1	98.2	664.9	702.2
Chinese B.	133.0	138.0	1,019.5	1,182.3
Danish	57.8	51.0	373.3	562.4
Dutch	61.8	94.5	490.5	574.3
Finnish	76.0	53.0	587.1	550.1
French	125.4	84.1	789.3	783.6
German	95.8	105.9	802.1	812.5
Iberian	33.0	66.5	303.0	473.8
Indian-English	121.5	107.5	929.5	969.5
Indian-Hindi	11.5	35.0	168.5	293.0
Italian	107.0	88.0	661.5	620.5
Japanese	57.3	56.6	529.5	562.4
Korean	20.8	20.5	222.5	195.5
Latin American:				
Argentine	22.0	31.0	195.5	312.0
Brazil	19.5	28.0	140.3	99.8
Central American	22.0	31.0	165.0	219.0
Chile	31.0	54.0	235.0	362.0
Colombia	86.0	93.5	542.0	586.5
Ecuador	20.0	21.5	150.0	173.0
Mexico	74.4	129.6	682.4	699.1
Peru	21.0	23.0	153.5	171.5
Puerto Rico	15.0	17.0	136.5	119.0
U.P.B.	21.0	32.0	182.5	262.0
U.S. Spanish	18.5	27.5	177.5	199.0
Venezuela	36.0	35.0	259.5	251.5
New Zealand	121.5	108.5	820.0	700.3
Norwegian	56.3	55.0	507.2	535.8
Portugal	80.0	53.0	490.6	471.3
South African	176.0	176.0	1,285.0	1,093.9
Swedish	18.3	40.5	279.8	296.6
Swiss-French	59.0	57.0	382.0	416.0
Swiss-German	72.0	64.0	463.0	475.2
Time International:				
Time-Asia	146.4	149.3	1,122.1	1,094.0
Time-Atlantic	164.4	165.2	1,198.6	1,228.0
Time-Canada	283.2	322.3	1,750.9	1,732.4
Time-Latin America	112.1	143.5	777.0	927.6
Time-South Pacific	237.0	229.8	1,744.9	1,748.7
Visao (52X)	243.3	175.2	1,900.6	1,544.0
Vision/Latin America (26X)A.	55.3	80.4	436.0	498.6
Total Group	**7,881.2**	**8,192.9**	**87,948.2**	**80,777.4**
% change	**-3.8%**		**+3.2%**	

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Brady: Literature meets the computer — Page 19

Next Week: Adman of the Year
Products in the news
10 Newsmakers
Ad follies

Forecast & Review

Advertising Age

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$1.25 a copy; $50 a year *The International Newspaper of Marketing • In Two Sections, Section 1.* *December 27, 1982*

Ad-supported cable wins in royalty ruling

By SUSAN SPILLMAN

NEW YORK—New advertiser-supported cable networks that have been struggling to increase their subscriber bases over the past year suddenly are gaining hundreds of thousands of subscribers.

The almost overnight boom is the result of cable operators nationwide adopting these networks as replacements for distant-broadcast signals and superstations they are dropping due to the prohibitive expense a recent copyright ruling imposes on continuing their carriage.

Cable pioneer and superstation owner Ted Turner persuaded Congress to push back from Jan. 1 to March 15 the date when hefty royalties begin, and there's a chance the decision could be overturned on appeal. But many cable operators aren't waiting. They are rushing to add new services that limited channel space previously prevented them from carrying.

"While the importation of the most popular distant signals will continue to have a place, there is no question the copyright situation is rapidly accelerating the growth of ad-supported, cable-originated programing," said Bob Alter, president of the Cabletelevision Advertising Bureau.

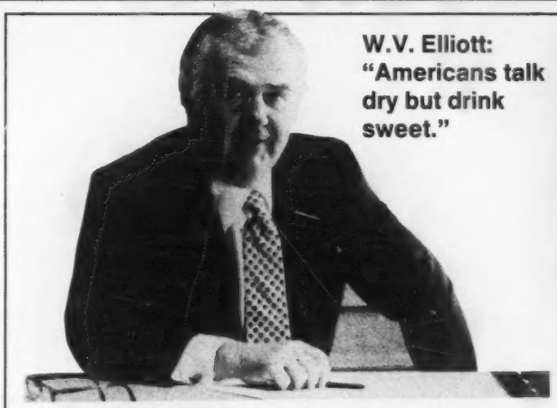
The Cable Health Network has added between 500,000 and 750,000 new subscribers in the past month due to systems dropping broadcast signals and superstations and adding CHN, Jeffrey Reiss, president of CHN, estimated. Moreover, he added, "We expect to add a total of 1 million new subscribers by the end of December, which will put us over our yearend projections by at least 500,000 subscribers."

"The copyright decision has certainly accelerated our growth rate," concurred Doug Holliday, director of marketing for The Weather Channel. Like CHN, he said, The Weather Channel has grown by hundreds of thousands of new subscribers in the past two months, substantially more than in other months. In fact, between September and December of this year, the network increased its subscriber base by 1.6 million, although not all of that can be attributed to the copyright decision.

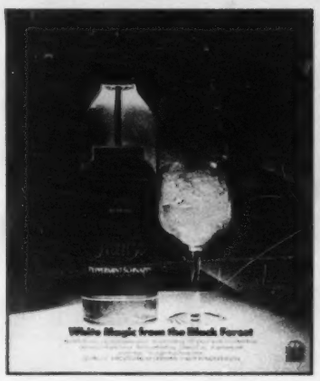
■ Satellite News Channel and MTV: Music Television also report growth spurts. But Jordan Rost, vp-sales for MTV and Nickelodeon, added that the demise of CBS Cable is responsible for opening up channels as well. Mr. Rost attributed the gain of 1 million subscribers for both services over the past couple of months directly to the termination of CBS Cable.

The National Cable Television Assn. is seeking a court action to overturn the U.S. Copyright Tribunal's recent decision to impose new rates next year that would cost cable operators more than $20 million in royalty payments. But cable

(Continued on Page 23)



W.V. Elliott: "Americans talk dry but drink sweet."



Liquor entrepreneur finds niche between the giants

By JOHN J. O'CONNOR

NEW BRITAIN, CONN.—It takes a special talent to develop for the contemporary American palate wines and liqueurs that convey an impression of having been produced with love and care for centuries in places such as Germany's Black Forest or the Italian Alps.

Three years ago, Rumple Minze 100-proof peppermint schnapps, Schnapple apple liqueur, Melano Cappuccino liqueur and Spritzen sparkling wine were just concepts in the mind of William V. Elliott. Today they are among the brands that are helping to spur the growth of W.V. Elliott Co., a multi-million-dollar enterprise that the former Heublein vp-marketing started out of a briefcase in 1979.

"I'm not putting anything over on the marketing and sales pros in this industry, nor am I selling to them," said the 51-year-old marketing man as he guided a visitor on a tour of a onetime warehouse with a tired exterior that belied the Old World charm of the modern office complex within. "Marketing is my milieu," he said as he walked through a frigid, dingy section of the building where he plans to install a two-tiered, glass-encased office wing. "I'm practicing my art by trying to give the consumer the feeling he wants to have," continued the man whose obsession for products and surroundings bespeaks his credo: Heritage, quality and integrity.

While his success to date is small when measured against the volume of giants such as Seagram or Heublein, it has not gone unnoticed. Mr. Elliott has received numerous partnership or buyout offers from other spirits companies. The deal he expects to make involves the sale in a matter of weeks of a minority interest in his company to a major British spirits conglomerate.

"This is not a total economic venture," Mr. Elliott said. "I love this business. I understand this business. When I was at Heublein, I didn't have an ounce of confidence in myself. But I do now."

At Heublein, he was responsible for such innovative products as Boggs cranberry liqueur, Yukon Jack liqueur and Malcolm Hereford Cows, a 1 million-case seller in 1976, its first year on the market. Cows faltered badly after his departure in 1978.

One of the convictions Mr. Elliott brings to the development of a new product is that "Americans talk dry but drink sweet." And Mr. Elliott, in working with drink chemists abroad, has sought to respond to that craving for sweetness.

"When you come right down to it, there aren't that many spirits products that taste good," he said,

(Continued on Page 22)

What price yule sales?

NEW YORK—As the saying goes, all things are relative. And major retailers were, with some exceptions, relatively optimistic during the final countdown before Christmas.

What they will face now is the question of whether heavy pre-Christmas price reductions will cut into traditional January sales.

Most stores around the country expected a late-shopping surge to produce at best single-digit gains ranging anywhere from 2% to 7% for the Christmas season. While some others were claiming to be on the brink of double-digit gains, a smaller number were actually funereal.

One retail specialist with one of the Big 8 accounting firms denigrated the more upbeat projections as sheer fantasy, described the season as a "disaster" and estimated that 1982 retail sales would be down 10% from 1981 and, in some cases, down by as much as 30%.

Morgan Stanley retail specialist Walter Loeb disagreed, however, and took a positive view of the Christmas period late last week. "I believe stores will report 6% to 7% sales gains for December, although I have some reservations even at this last moment." His conditional reply reflected a fear that even with the extra shopping day before Christmas, and with many companies shut down, their workers would spend those free hours away from home, but not in the stores.

Mr. Loeb also cautioned that his projections would not apply to certain areas of the country which remain weak: Southern Texas,

(Continued on Page 18)

last minute news

Sears signs Holbrook as finance spokesman

CHICAGO—Sears, Roebuck & Co. is calling on the trustworthy persona of veteran actor Hal Holbrook, who will serve as spokesman for the company's new consolidated financial services campaign (AA, Nov. 22) breaking Jan. 5. Foote, Cone & Belding handles.

Quaker offering coupons, refunds for dog foods

CHICAGO—Quaker Oats is putting a $2 coupon and money-back refund offer in Jan. 30 inserts for Ken-L Ration Tender Chunks and Kibbles 'n Bits dog foods. The move, believed to be a response to Ralston Purina's new dual-textured dog food, Praise (AA, Nov. 8), will be followed by a March 6 insert with an offer of "buy two, get one free." JWT handles.

'Washington Post' studies segmented rate card

WASHINGTON—Ad agency sources report that the *Washington Post* is contemplating local rate increases of about 9.5% Feb. 1. At the same time, a new rate card format would be introduced with separate categories for retail, food, recruitment, financial and classified. Once the new segmented rate card is introduced, the *Post*, which does not pay agency commissions

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NEWSPAPER

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Ad industry loses struggle for reforms

FTC gets full budget; Senate kills AMA rider

WASHINGTON—The Federal Trade Commission sailed through the budget process last week, emerging with its 1983 funds intact and a smashing victory over the American Medical Assn.

With the support of a newly formed core of conservative Republican senators, the FTC turned back the well-funded AMA drive for an amendment that would have put trade practices of all licensed professions beyond FTC's reach.

In the budget bill that finally reached the White House, the FTC will have $63 million for 1983, up $3 million from President Reagan's budget recommendation, and will operate with no changes in its authority beyond the restrictions that have applied under the 1982 appropriations bill.

When the dust settled, all the struggling over legislation putting new restrictions on the FTC led to a dead end and will have to be refought in next year's more moderate Congress. While the money bill retains a congressional veto and series of temporary restrictions on rule-making procedures, it does not touch the important revisions in FTC's power over unfair and deceptive trade practices, which chairman James Miller has been promoting.

It also represents a "dry hole" for ad industry associations that have staged an uphill struggle to persuade Congress to eliminate FTC power to police advertising on an unfair standard. This, along with numerous procedural reforms that ad associations consider important, had been included in legislation reported by the Senate commerce committee, but this legislation failed to reach the floor for debate.

Chairman Miller had staked out a strong stand in defense of FTC's authority over trade practices of doctors and other professionals, insisting that there should be no privileged occupations that are exempt from marketplace laws that apply to others. He celebrated the success and was photographed with a handwritten sign "We Won" tacked on his office door.

The AMA, which is credited with almost $2.5 million in campaign contributions, had prevailed in the House, which voted complete exemption from the FTC for licensed professions. But in a showdown Senate roll call, a new group of conservative Republicans led by Sen. Warren Rudman (R., Vt.) prevailed with a substitute that left FTC's vital power over

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Was station pressured to refuse show?

CBS: We didn't 'Nick' Mobil

By CRAIG REISS

NEW YORK—An accusation by a Mobil Corp. official that CBS-TV had taken unspecified actions to persuade its tv affiliate in Flint, Mich., not to carry Mobil Showcase Network's "The Life and Adventures of Nicholas Nickleby" in January, drew an angry response from CBS. It called the Mobil statement a shallow publicity gimmick.

In a telegram to CBS Broadcast Group president Gene Jankowski, Mobil Corp. vp-public affairs Herb Schmertz said, "I am deeply saddened by reports I have received of CBS' actions to dissuade CBS affiliates from running 'Nicholas Nickleby.' While these efforts generally have met with failure, it appears that the residents of Flint and Saginaw, Mich., are going to be denied the opportunity to see 'Nicholas Nickleby' as a result of actions taken by station WEYI, the CBS affiliate in Flint."

The telegram did not elaborate on the alleged CBS actions, nor would Mobil officials comment further on it. The telegram was released to the press before reaching CBS headquarters.

Mobil says it plans no deep cuts in its 1983 ad budget—Page 23.

Mobil, which owns the rights to the tv adaptation of the Broadway play, has syndicated the nine-hour program through SFM Media Service Corp. to 60 markets, including five CBS affiliated stations, nine ABC stations and 10 NBC affiliates. The program runs during prime time on four consecutive nights beginning Jan. 10.

Tony Malara, president of CBS-TV Network, called Mr. Schmertz' telegram "a blatant publicity move by Mobil that is both obvious and shallow. What we did was do our job in affiliate relations."

Mr. Malara challenged Mobil to make specific charges against the network.

While conceding that preemptions of network programing by affiliates has increased with the growing number of programing sources, Mr. Malara said "Nicholas Nickleby" had been offered to the network before going into syndication, but was turned down because

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highlights

Monday, December 27, 1982

New advertiser-supported cable networks that have been struggling to increase their small subscriber bases during the past year suddenly are gaining hundreds of thousands of subscribers. *See Page 1.*

Through its current $11 million introduction of the Clairol Color Renewal System, Clairol may have introduced not only a new product but a new direction for the company. *See Page 3.*

Abandoning its franchise as cable's only all-sports network, Entertainment & Sports Programming Network plans to begin airing an early-morning business news report weekdays in February. *See Page 3.*

Though Kitchens of Sara Lee still is the leader in the frozen baked sweet goods category, it has suffered as a result of unit volume declines that reflect expansion of the market—and consumption of its products also has been eroded by the "fitness trend" and competition from fresh goods marketers. *See Page 4.*

Women's liberation is getting a boost from the French Socialist government through a massive ad campaign in the press and on tv in support of equal opportunity for women. *See Page 9.*

A United Media Enterprises study has found that parents in dual-career families participate in daily child-rearing activities more frequently than their traditional-family counterparts. *See Page 16.*

One innovation of Channel 4, Britain's newest tv channel, was to bring an hour of U.S. football to viewers in the U.K. each Sunday, but so far ratings have been poor. *See Page 16.*

California's major ripe olive marketers are increasing advertising expenditures to what industry sources estimate is about double 1980-81 levels, in an attempt to move a record 145,000-ton crop. *See Page 19.*

While many agencies may be thankful just to have made it through the year, Slater, Hanft & Martin is closing out 1982 with $12 million in new business—including the $10 million Bic Pen Corp. account and Richardson-Vicks' $2 million Percogesic analgesic. *See Page 22.*

The resignation of Sherry Lansing as head of 20th Century-Fox Productions should not have come as a surprise—rumors about her leaving have been rife for the last six months. *See Page 22.*

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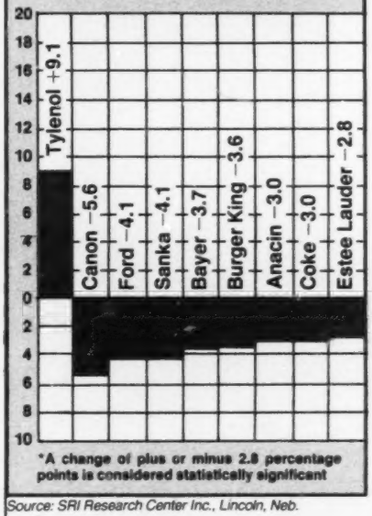
Vol. 53, No. 54—ADVERTISING AGE (ISSN 0001-8899) is published weekly except semi-weekly the fourth week in March, the second week in September at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Gainers & losers

November's most active ads*



*A change of plus or minus 2.8 percentage points is considered statistically significant

Source: SRI Research Center Inc., Lincoln, Neb.

Among the products whose advertising awareness changed most in the latest monthly national poll, only Tylenol scored a gain. Consumers in the poll are asked which ad in various categories (medicine & drugs, soft drinks, etc.) first comes to mind.

Public awareness of Tylenol's ads zoomed in Nov.

By JOSEPH M. WINSKI

Awareness of Tylenol advertising soared following its "You can trust us" commercials, which aired simultaneously on all three tv networks several weeks after the Tylenol poisonings, according to adWatch, a monthly survey of consumer awareness of advertising.

Of 1,253 consumers asked last month to name the medicine & drug advertising that first came to mind, 25.7% said Tylenol, up from 16.6% in October. Tylenol's November score was its highest since adWatch began last April. Its increase of 9.1 percentage points was well above the 2.8 points required for statistical significance and also was the largest of any advertiser mentioned by consumers last month.

AdWatch, a joint project of ADVERTISING AGE and SRI Research Center Inc., Lincoln, Neb., each month asks a random sample of consumers to name the advertising that first comes to mind of all ads seen or heard in the previous 30 days in each of 20 product categories. Tylenol has led every month in medicine & drugs, but its November margin of nearly 5 to 1 over runner-up Anacin was by far its largest yet. Anacin was named by 5.5% of the consumers questioned, down a statistically significant three points from October.

adWatch

Tylenol's score had dropped significantly in October, in the wake of Johnson & Johnson's decision to stop all Tylenol advertising after seven deaths in the Chicago area were traced to cyanide-laced Tylenol capsules.

The November survey was conducted by telephone from Nov. 1 through Nov. 21. A week before the polling began, Johnson & Johnson ran 60-second commercials at the same time on all three networks. In those spots, the medical director for McNeil Consumer Products, the Johnson & Johnson subsidiary that makes Tylenol, reminded viewers of the 20 years of trust established by Tylenol and said that his company would do all it could to regain that trust. The commercials ran a total of 14 times from Oct. 24 through Oct. 27.

Beginning Nov. 21, the company also ran newspaper ads offering $2.50 coupons for the purchase of Tylenol products, but Johnson & Johnson hasn't resumed regular product advertising for Tylenol capsules or tablets.

The high visibility of the "trust us" tv spots is further supported by the 80% of those mentioning Tylenol ads who cited tv as the source, versus 13% who said newspapers and 5% who said magazines. In October, 59% of those naming Tylenol said they saw the ad on tv, while 23% cited newspaper ads and 13% magazine ads.

Tylenol also finished No. 3 in November in top-of-mind awareness of all advertising (not limited to a particular category), behind Coca-Cola and Burger King.

In a press conference last month, James E. Burke, Johnson & Johnson chairman, said the tv commercials were contributing to a rebuilding of consumer confidence in Tylenol (AA, Nov. 15). Subsequent figures indicated that Tylenol's food store share of the analgesic market (all from Tylenol tablets, since the capsules weren't being sold) had bounced back to 29.9% from 6.5% the week after the poisonings (AA, Dec. 13). Before the poisonings, Tylenol capsules and tablets combined had a 46.7% share of the entire analgesic market.

Competitor reaction to Tylenol's difficulties is reflected in the appearance of Anacin-3, a nonaspirin analgesic like Tylenol, among the top three in medicine & drug advertising awareness for the first time in November. Anacin-3 advertising was mentioned by 3.4% of the consumers surveyed. American Home Products, maker of Anacin-3, is believed to have been the first Tylenol competitor to step up ad-

(Continued on Page 22)